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WHOLESALE PRICE LIST

AUTUMN 1923

NEW LARGE FLOWERED GLADIOLI



NEW GLADIOLUS "GLENDALE"

(Originated by W. B. Davis)

Probably the most popular of any variety of recent introduction. A remarkable success

See next page for description

W. B. DAVIS COMPANY
AURORA, ILLINOIS



NEW GLADIOLUS "GLENDALE"

(Originated by W. B. Davis)

Winner of First Prize for best unnamed seedling, any color, and Second Prize for best vase of twelve stalks, any variety, at the American Gladiolus Society Exhibition, August 16 and 17, 1922. The above photo is the prize winning vase of twelve stalks. Also received award of merit from the Illinois State Florists' Association August 24, 1922

Our display of "Glendale" at the Rochester exhibition Aug. 15 and 16, 1923 attracted particular attention on account of its great strength and long keeping qualities, but the color is what makes it such a great favorite. "Glendale" is a difficult color to describe. It is often called American Beauty red but it is a trifle darker than the American Beauty rose. It is more like the shade of the best red cyclamen. It is one solid, wonderfully beautiful and pleasing color. It is doubtful if any other variety ever attracted so many enthusiastic admirers. Wherever exhibited it is a general favorite and has been pointed out by thousands of visitors as "the most beautiful gladiolus, just like velvet." It has large blooms which open wide on long, slender, stiff, straight stems. A remarkable favorite, everybody wants it. No Gladioli grower should be without it.

Last year we limited all orders to not more than one dozen bulbs. This year we have a larger stock and can offer in larger quantity for awhile, but the demand is so great that by Sept. 1st we had promised about one-fourth of our large size bulbs. Order soon before we are sold out. See next page for prices.



NEW GLADIOLUS "ELORA"

(Originated by Luther Burbank)

Color, creamy white with rich cream spots in throat on three lower petals, these spots overlaid with dainty featherings of American Beauty pink. The back of the petals show a tint of very delicate pink. Blooms measure $4\frac{1}{2}$ to 5 inches in diameter. This is a very remarkable variety, blooms very early on good stiff stems 4 to $4\frac{1}{2}$ feet tall. "Elora" is certainly queen of all the early varieties. It is very prolific in bulblets, and a great favorite with florists because of a shade suitable for all purposes. In flat bouquets for funeral work, or in baskets, it makes up most beautiful, and especially good among other pieces made of "America" or "LeMarchael Foch," and a welcome relief from too much of one color. It also goes well in mixed vases.

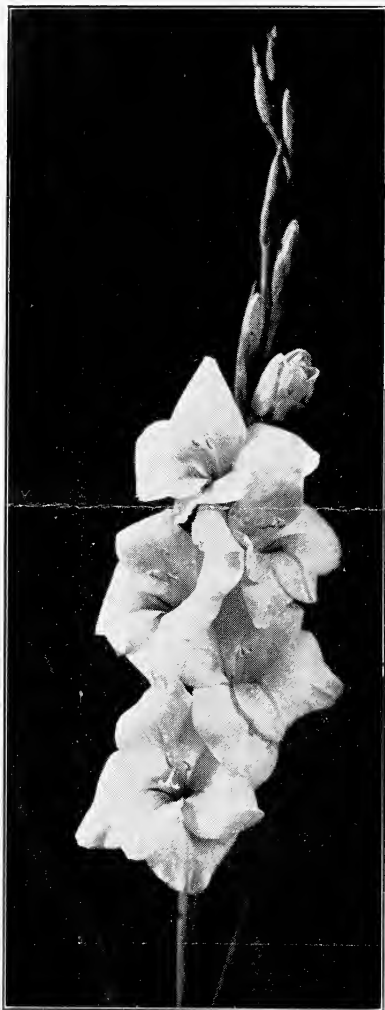
Every florist should have a large stock of "Elora" and discard some of the old inferior varieties. It costs no more for labor and space to grow the best varieties than it does for others, and a large stock is soon accumulated. We have had as high as 296 bulblets from one large bulb.

Prices first size bulbs "Elora" 20c each \$2.00 per dozen. "Glendale" 50c each, \$5.00 per dozen

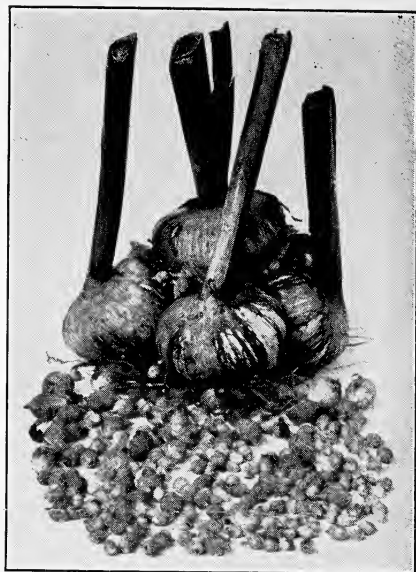
Following prices are per 100 except bulblets. Prices per 1000 are 25% less, 25 at 100 rate

250 at 1000 rate

	No. 1 $1\frac{1}{2}$ " and up	No. 2 $1\frac{1}{4}$ " to $1\frac{1}{2}$ "	No. 3 1 " to $1\frac{1}{4}$ "	No. 4 $\frac{3}{4}$ " to 1 "	No. 5 $\frac{1}{2}$ " to $\frac{3}{4}$ "	No. 6 $\frac{1}{2}$ " & under	Bulblets
Elora	\$12.00	\$10.00	\$8.00	\$5.50	\$3.50	\$2.50	\$1 per 1000 \$10 per qt.
Glendale	\$40.00	\$35.00	\$30.00	\$20.00	\$15.00	\$10.00	\$5 per 1000 \$9 per qt.



ELORA



PROGENY OF ONE ELORA GLADIOLUS BULB

The above illustration is from a photo taken last October when bulbs were dug, and shows four large bulbs and 296 bulblets all from one 2-inch Elora bulb planted in April, and from which four long stemmed spikes were cut early in July. This is unusual, but we found a great many that produced three bulbs and over 100 bulblets. Elora blooms so early that it has plenty of time to make bulbs and bulblets after flowering, and increases very rapidly. Most of the bulblets bloom the first year.

Elora should not be confused with the yellow variety named Flora. Elora was originated by Luther Burbank and is entirely different from any other variety on the market. The combination of delicate colors is most beautiful. See page 3 for prices.



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